

FILE

WEEK OF
October 5, 1959

fashion calendar

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

1959

19th YEAR • A WEEKLY PUBLICATION

january						
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january - 1960						
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february - 1960						
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 2, 1959</u>			
Thursday Oct. 1 8:30 A.M. Breakfast	PREVIEW OF RESORT FASHIONS Showing of Resort fashions in cottons printed and finished by Cranston, from the collections of Brigance, Sinclair Originals; Melba Hobson, Mr. Gee; Pembroke Squires, Cabana; Sylvia de Gay, Robert Sloan; Nelly de Grab; Polly Hornburg, Calypso-Bermuda. Showing at 9:15 A.M. By invitation. Contact: Dianalee Dye, OX. 7-2920.	CRANSTON PRINT WORKS	SHERATON-EAST HOTEL DIPLOMAT SUITE
Thursday Oct. 1 9:30 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FURS Showing of Fall and Winter fur collection. By invitation. Contact: Mrs. S. K. Steffen, CI. 7-1388. Publicity: Vera Bacal, PL. 3-8421.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
Thursday Oct. 1 10:30 A.M.	CRUISE-RESORT COLLECTION Showings at 10:30 A.M., Oct. 1, 5, 6, 7, 8. Contact: PL. 5-7630 or LA. 4-6651.	ROBERT SLOAN, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Oct. 1 12:00 Noon Cocktails- Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentation of awards for diamond jewelry design, chosen from sketches submitted anonymously to selection committee. The collection represents the work of 24 jewelers from 7 nations. Cocktails, 12:00 Noon, Empire Room; Luncheon, 12:15 P.M., Sert Room. By invitation. Contact: Mildred Kosick, PL. 7-5700.	N. W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA EMPIRE & SERT ROOMS
Thursday Oct. 1 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Showing of Vera Maxwell's Fall fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000, Ext. 176. Publicity: Virginia Dickson, LO. 3-4358. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	VERA MAXWELL, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday Oct. 1 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD Seventeenth annual Coty American Fashion Critics' Award to fashion designers, designated by a jury of fashion editors. Presentation and fashion show at 9:00 P.M. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Friday Oct. 2 12:00 Noon Luncheon	SPRING-SUMMER 1960 FABRICS LUNCHEON "Trade Winds of Color"--Spring and Summer fabric luncheon. Speaker: Mrs. Helen D. Taylor, Color Consultant. Co-chmm.: Vee Rafdal and Margaret Ingersoll. Prices: \$8.00, members; \$10.00, guests. Exhibit from 10:00 A.M. to 3:00 P.M.; \$1.00 at door for non-holders of luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday Oct. 1	OPENING OF RESORT COLLECTION Contact: CH. 4-0823. Publicity: Eleanor Lambert, MU. 8-2130.	CASINO CLASSICS	134 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Oct. 3	ROSH HASHONAH--First Day of Jewish New Year (Saturday).		
Sunday Oct. 4	"AROUND THE WORLD" FASHION FAIR Negro models will present new American and European fashions, representing over 150 leading designers. Show for benefit of National Urban League, in cooperation with Johnson Publications. Tickets: \$5.00. Contact: Evelyn Broidy, PL. 1-0300.	NATIONAL URBAN LEAGUE GUILD (14 EAST 48TH)	WALDORF-ASTORIA GRAND BALLROOM
2:00 P.M.- 5:00 P.M.			

WEEK BEGINNING MONDAY, OCTOBER 5, 1959

Monday Oct. 5 12:00 Noon Luncheon	PRESS-TRADE PREVIEW: COUTURIER FOUNDATIONS Triumph International will present a new concept in imported foundations for the American woman, to the press and trade. (<u>Note Change of Dates.</u>) <u>Showings also 12:00 noon, Oct. 6, 9. By invitation. (Out-of-Town showings Oct. 13 - San Francisco; Oct. 16 - Los Angeles; Oct. 19 - 20, Chicago; Oct. 22, Montreal; Oct. 23, Toronto.)</u> Publicity: Lenore Friedman at Roy Bernard Co., TE. 8-2930.	TRIUMPH INTERNATIONAL (635 MADISON AVENUE)	HOTEL PLAZA TERRACE ROOM
Monday Oct. 5 12:30 P.M. Box Luncheon	PREVIEW OF RESORT CRUISE COLLECTION Mr. Gee will present Resort and Cruise collection of sportswear, separates, beachwear and sundresses, designed by Melba Hobson. Continuous thereafter. Contact: WI. 7-8178.	MR. GEE, INC.	1407 BROADWAY SHOWROOM - 25TH FLOOR
Monday Oct. 5 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL COLLECTION First of a regular series of weekly luncheon fashion shows, with Fall collection by Lawrence of London, available at Bonwit Teller. Commentator: Helen Latham. Press by invitation. Public by reservation; contact: CI. 6-7700. Hampshire House Shows Contact: Martha G. Palmer, CI. 6-7700.	LAWRENCE OF LONDON, LTD.	HAMPSHIRE HOUSE FOUNTAIN ROOM
Beginning Monday Oct. 5 2:30 P.M.	OPENING: RESORT AND HOLIDAY COLLECTION Afternoon, cocktail and evening fashions, with showings at 2:30 P.M., Oct. 5, 6, 7, and 8. Contact: FE. 6-2663.	SAM FRIEDIANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Monday Oct. 5 4:00 P.M.	PREVIEW OF FUR COLLECTION Press preview of Fall and Winter made-to-order furs designed by Emeric Partos. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Monday Oct. 5 5:00 P.M. Cocktails	PREVIEW: RESORT- CRUISE SWIMWEAR Cole of California will preview their Resort-Cruise collection of swimwear and fun fashions. <u>Shwoing at 5:30 P.M.</u> By invitation. Continuous daily thereafter at showroom. Contact: Sanford Worth, BR. 9-2886.	COLE OF CALIFORNIA (1407 BROADWAY)	HOTEL PLAZA BALLROOM
Beginning Monday Oct. 5	OPENING OF CRUISE COLLECTION Informal showings daily. Contact: BR. 9-7160.	MASKET BROS. SPORTSWEAR INC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

DATEWHAT'S GOING ONGIVEN BYWHERERESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.MONDAY, OCT. 5

David M. Goodstein, Inc. 10:30 A.M. 498 7th, LA. 4-2577

TUESDAY, OCT. 6

Lloyd Weill Co. 10:30 A.M. 498 7th, LO. 5-3041

WEDNESDAY, OCT. 7

Sport-Craft, Inc. 9:30 A.M. 550 7th, LA. 4-9724

Zoltan Rosenberg Co. 2:30 P.M. 550 7th, LA. 4-6691

(Vera Stewart Originals)

Davidow. By appointment. . . . 550 7th, FE. 6-6909

Monday
Oct. 5

COMPLETE RESORT AND
SPRING COLLECTION

RUDI GERNREICH
(7936 HILLSIDE, L.A.)

HOTEL ALGONQUIN
SUITE 305 & 306

Complete collection of Rudi Gernreich's dresses, suits, coats, and hats
manufactured by Walter Bass. By appointment. Contact: MU. 7-4400.

Monday
Oct. 5

RESORT AND SPRING
OPENINGS IN LOS ANGELES

LOS ANGELES FASHION
GUIDE

INDIVIDUAL SHOWROOMS

Members include: Ernest Newman, Maxwell Shieff, Travilla, Werle, Helga,
Jewel, Charles Cooper, Georgia Bullock, Ursula, Edythe Washington,
M. Nadler, Adele of California, Peggy Hunt, H. Charles, M. Michaelson,
Michael Novaresse and Oscar of Beverly Hills. Contact: 819 Santee, L.A.

Tuesday
Oct. 6
10:30 A.M.

OPENING: RESORT AND
SPRING COLLECTION

LLOYD WEILL CO.
(& WILEY PETITES)

498 SEVENTH AVENUE
SHOWROOM - 22ND FLOOR

Showing of Lloyd Weill and Wiley Petites fashions Oct. 6, 7, 13, 14, 15,
20, 21, 27 at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.

Tuesday
Oct. 6
11:00 A.M.;
2:00 P.M.

HOLIDAY AND RESORT
COLLECTION

MAIN STREET

500 SEVENTH AVENUE
SHOWROOM - 17TH FLOOR

Showing of sun coats, storm coats, evening coats -- all water repellent--
designed by Loyd. Daily at 11:00 A.M. and 2:00 P.M. By invitation.
Publicity: Lyn Borsodi, MU. 9-6777.

Tuesday
Oct. 6
12:00 Noon
Luncheon

OPENING: RESORT AND
SPRING COLLECTION

ALISON

530 SEVENTH AVENUE
SHOWROOM

Misses dress and costume collection, designed by Anny Lucel. Thereafter
showings at 12:00 Noon. Contact: Jean Beck, WI. 7-0152.

Tuesday
Oct. 6
12:30 P.M.
Luncheon

COATS AND SUITS
AT LUNCHEON SHOW

GEORGE CARMEL, INC.
(530 SEVENTH AVENUE)

HOTEL PLAZA
PERSIAN ROOM

George Carmel's Fall and Winter coats and suits presented during luncheon.
Press by invitation. Public by reservation; contact: Headwaiter,
PL. 9-3000, Ext. 2241. Fashion Director: Mary Alice Rice, CI. 6-1790.

Tuesday
Oct. 6
1:00 P.M.
Luncheon

ANNUAL FASHION SHOW
AND LUNCHEON

AMERICAN WOMEN'S
VOLUNTARY SERVICES

WALDORF-ASTORIA

Showing of Elizabeth Arden's new Fall Collection, wigs and make-up.
Tickets: \$8.50. Contact: A.W.V.S., 125 East 65th St., LE. 5-8886.

Beginning
Tuesday
Oct. 6
2:30 P.M.

OPENING OF RESORT
COLLECTION

JAMISON CLASSICS, INC.;
JAMISON SEPARATES

498 SEVENTH AVENUE
SHOWROOM - 24TH FLOOR

Resort collection designed by Peggy Thayer daily at 2:30 except Fridays.
Contact: Kay Farmer, OX. 5-4812.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 6 3:30 P.M.	RESORT AND EARLY SPRING COLLECTION Preview of the Mr. Mort Resort and early Spring sportswear collection, designed by Julie Isles. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Oct. 6 4:00 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION Preview of Resort and Spring collection, designed by Donald Brooks for Townley. By invitation. Thereafter at 4:00 P.M., Oct. 7, 8, 14, 15, 27, 28, 29, Nov. 4, 5. Contact: LO. 4-2155.	TOWNLEY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 6 6:30 P.M.- 9:00 P.M.	"MULTI FACETS OF COLOR": THE FASHION GROUP, INC. ENGINEERING AUDITORIUM FASHION CAREER COURSE (9 ROCKEFELLER PLAZA) 29 WEST 39TH STREET Speakers: Harriet Burket, House & Garden; Donald Deskey, Donald Deskey Assoc.; Helene O'Hara, Allied Kid; Midge Wilson, The Color Assoc. Price of course: \$20.00. Each session \$2.50 (except Nov. 24, \$3.50) Contact: CI. 7-3940.		
Wednesday Oct. 7 10:30 A.M.	PREVIEW: RESORT-SPRING DRESS COLLECTION Collection of dresses and ensembles designed by Mary Jean Smith. By invitation. Continuous thereafter. Publ.: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Oct. 7 12:30 P.M. Luncheon	FASHIONS FOR MEN & WOMEN DURING LUNCHEON Showing of Fall-Winter fashions for men and women, sponsored by Esquire Magazine; Saks Fifth Ave.; and British Men's Wear Guild. Press by invitation. Public by reservation; contact: "Andre," TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	ESQUIRE MAGAZINE; SAKS FIFTH AVENUE	HOTEL PIERRE ROOF GARDEN
Beginning Wednesday Oct. 7 2:30 P.M.	OPENING: RESORT AND SPRING COLLECTION Daytime fashions designed by Vera Stewart at 2:30 P.M. through Oct. 16. Thereafter Tues. and Thurs. at 2:30. Contact: LA. 4-6691.	ZOLTAN ROSENBERG, INC.- VERA STEWART ORIG.	550 SEVENTH AVENUE SHOWROOM - 22ND FL.
Thursday Oct. 8 11:30 A.M.	PRESS PREVIEW OF GIFTS AND ANTIQUES Bergdorf Goodman will present their gift and antique collection for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday Oct. 8 4:00 P.M.	OPENING: RESORT AND CRUISE SPORTSWEAR Preview for press and trade. By invitation. (Continuous showings, thereafter, in showroom.) Contact: Lou Clarke, OX. 5-4270.	J. R. McMULLEN CO. (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Friday Oct. 9 8:30 A.M. Breakfast	"LIVING WITH METALS" SURVEY AND DISPLAY A comprehensive survey of the varied uses of metals within the home, with a display designed and executed by Eugene Tarnawa of Tarnawa Design, Inc. Speaker: Mary Davis Gillies, decorating and building editor, McCall's. Price: \$4.50, members; \$5.50, non-members. Contact: TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEXINGTON)	THE BRASS RAIL 40TH ST. & PARK AVE.
Friday Oct. 9 11:00 A.M.	RESORT-SPRING COLLECTION First presentation, Friday, Oct. 9. Trade shows at 11:00 A.M., Oct. 13, 14, 15. By invitation and reservation. Contact: Liz Bechtol, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 12	YOM KIPPUR - Jewish Day of Atonement (Monday)		
Monday	LUNCHEON FASHION	ANN COX	HAMPSHIRE HOUSE
Oct. 12	PRESENTATION	(17 WEST 57TH STREET)	FOUNTAIN ROOM
12:30 P.M.	Showing of dresses, gowns, ensembles and hats, with commentary by Ann Cox. Press by invitation. Public by reservation: contact: CI.6-7700.		
Luncheon	Hampshire House Shows: Martha G. Palmer, CI. 7-7700.		
Tuesday	OPENING OF RESORT & SPRING COLLECTION	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE
Oct. 13			SHOWROOM - 4TH FLOOR
1:00 P.M.	Resort and Spring collection, designed by Anne Klein, at 1:00 P.M. Contact: Ellen Roselle, IO. 4-0462.		
Tuesday	PRESS PREVIEW OF SPRING COLLECTION	ESTEVEZ	SHERATON-EAST HOTEL
Oct. 13		(550 SEVENTH AVENUE)	DIPLOMAT SUITE
4:30 P.M.	Preview of Resort and Spring fashions, designed by Luis Estevez. By invitation. Thereafter at 12:00 Noon in showroom. Contact: IO. 4-6337.		
Cocktails			
Wednesday	PRESS PREVIEW: CRUISE AND EARLY SPRING	ERO, INC.	PLACE TO BE ANNOUNCED
Oct. 14		(1407 BROADWAY)	
9:30 A.M.	Press preview of Cruise and early Spring sportwear, designed by Arthur Williams. By invitation only. Contact: Mary Ann Connor, MU. 5-7080.		
Wednesday	PRESS PREVIEW: RESORT-SPRING RAINWEAR	MARCH & MENDL --	1407 BROADWAY
Oct. 14		JOHN WEITZ DESIGNS INC.	8TH FLOOR-BOUTIQUE
10:30 A.M.	Preview showing of rainwear designed by John Weitz for Stormplay. By invitation. Contact: Phyllis Iedett at March & Mendl, IA. 4-7942; Winn Chanin at John Weitz Designs, IO. 3-4920.		
Coffee			
Wednesday	FALL FASHIONS AT LUNCHEON SHOW	ELSE FRITZ	HOTEL PIERRE
Oct. 14		(36 CENTRAL PARK S.)	ROOF GARDEN
12:30 P.M.	Fall collection of fashions by Else Fritz. Press by invitation. Public by reservation: "Andre," TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.		
Luncheon			
Wednesday	PREVIEW: RESORT AND SPRING WOMEN'S FASHIONS	WHITE STAG MFG. CO.	PARK LANE HOTEL
Oct. 14			CRYSTAL BALLROOM
4:00 P.M.	White Stag will present Resort and Spring '60 women's fashions at a pre-view for press and buying offices. Showing at 4:30 P.M. (Note Change of Date) By invitation only. Contact: Vera Holton: BR. 9-1972.		
Cocktails			
Wednesday	TENTH ANNUAL HOME FURNISHINGS SHOW	NAT'L HOMEFURNISHINGS SHOW, INC.	NEW YORK COLISEUM
Oct. 14-			COLUMBUS CIRCLE
Oct. 25	Theme: "The Spirited Sixties--A Decorating Forecast," with special rooms created by A.I.D. members. Also, a complete six-room house; 19 miniature model rooms; and a special decorating-consultant service. Sponsored by N.Y. Chapter of American Institute of Decorators. Director: S. Robert Elton. Price: \$1.50. Contact: Nan Morrison, Harold J. Siesel, 216 E. 49th St., PL. 9-6440.		
Thursday	SECOND RIBBON FASHIONS AWARD LUNCHEON	RIBBON FASHION ASSOC.	HOTEL PLAZA
Oct. 15			TERRACE ROOM
12:00 Noon	Second annual luncheon presenting special awards to designers in the dress, millinery and lingerie fields for skillful use of ribbon in their designs. By invitation. Publ.: Alfred Davidson Assoc., PL. 5-0868.		
Luncheon			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 15 12:30 P.M. Luncheon	LUNCHEON SHOWING OF AUTUMN FASHIONS Presentation of Fall fashions, designed by Belle and Will Saunders. Press by invitation. Public by reservation; contact: "Banquet Dept." PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. Schrader Publicity: Betty Yarmon, IO. 4-9194.	ABE SCHRADER CORP. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday Oct. 15 4:00 P.M. Cocktails	RESORT AND HOLIDAY FASHIONS WITH "KEYBAK" "Keybak", the non-woven interfacing fashion fabric, will be presented in a showing of Fall fashions by leading designers. By invitation. Publicity: Rosemary Sheehan, 27 East 37th St., MU. 5-1280.	CHICOPEE MILLS, INC.	HOTEL PIERRE ROOF GARDEN
Saturday Oct. 17 - Oct. 24	"KNIT IT YOURSELF WITH WOOL WEEK" -- jointly sponsored by Nat'l Knitting Yarn Association and Wool Bureau. Publicity: Ann R. Silver Assoc., 551 Fifth Ave., MU. 7-3654.		
Tuesday Oct. 20 4:00 P.M. Cocktails	RESORT AND SPRING PLAYCLOTHES FOR GIRLS Press preview of Resort and Spring 1960 girls' playclothes collection. Showing at 4:30. By invitation. Contact: Vera Holton, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PLAZA BAROQUE SUITE
Wednesday Oct. 21 9:30 A.M. Breakfast	SPRING PREVIEW: HAND-MADE SHOES "Prima Colazione"--(breakfast) preview of hand-made shoe collection for Spring, designed by Silvia. By invitation. Publicity: Peggy Cantor Assoc., MU. 9-8542.	FIORENTINA	789 MADISON AVENUE SALON
Wednesday Oct. 21 12:00 Noon Luncheon	FRESS SHOWING: SPRING AND SUMMER SPORTSWEAR Press preview of separates and coordinates for Spring and Summer 1960. By invitation only. Contact: Mr. W. Karp, WI. 7-1381.	QUEEN CASUALS (1410 BROADWAY)	HOTEL PLAZA CRYSTAL & BAROQUE
Wednesday Oct. 21 4:00 P.M.	FRESS PREVIEW: RESORT & SPRING COLLECTION Preview for press at 4:00 P.M., by invitation. (Resident buyers' preview, Tuesday, Oct. 20 at 12:00 Noon). Trade showings thereafter, except Mon. and Fri., at 12:00 Noon, followed by lunch. Contact: Ellie Lyne, IO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday Oct. 22 12:00 Noon Luncheon	HOME FURNISHINGS LUNCHEON MEETING Speaker: Mr. Richard Gump, president of Gump's, San Francisco, and author of the book "Good Taste Costs No More." Price: \$8.00, members; \$10.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Oct. 22 12:30 P.M. Luncheon	HOLIDAY FASHIONS AT LUNCHEON SHOW Theme: Holiday Fashions -- North, South, or At Home from Macy's Little Shop at luncheon presentation. Press by invitation. Public by reserva- tion; contact: "Banquet Dept." PL. 9-3000, Ext. 176. Macy Publicity: Nancy Ranck, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 22 2:00 P.M.	OPENING OF SPRING COLLECTION Thereafter beginning Oct. 26 at 2:00 P.M. daily. IO. 4-3600.	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR Contact: Helen Maxwell,
Thursday Oct. 22 4:00 P.M.	PREVIEW OF SPRING IMPORT FASHIONS Fontana of Rome will present her Spring import fashions. By invitation. Publicity: Rosemary Sheehan, 27 East 37th Street, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA FONTANA SUITE
Friday Oct. 23 12:00 Noon Luncheon	PREVIEW OF SPRING COLLECTION Preview of Lee Claire's Spring collection. Daily showings at 12:00 Noon. By appointment. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Oct. 25	DAYLIGHT SAVING TIME ENDS (<u>Move clocks back one hour</u>).		
Monday Oct. 26 10:30 A.M.; 11:30 A.M.	OPENING OF SPRING COLLECTION Leonard Arkin's Spring collection at 10:30 A.M.; Andrew Arkin's at 11:30. Daily thereafter at same hours. Contact: Prudence Clarke, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Oct. 26 10:30 A.M.	SHOWING OF RESORT & SPRING COLLECTION Thereafter at 10:30 A.M., Tues., Wed., Thurs. Contact: WI. 7-6865.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday Oct. 26 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING COLLECTION Condensed press preview of Resort and Spring collection, followed by luncheon. By invitation. Thereafter at 2:30 P.M. Publicity: Eleanor Lambert, 785 Fifth, MU. 8-2130.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Beginning Monday Oct. 26 1:00 P.M.	OPENING OF SPRING DRESS COLLECTION Showings of Spring collection, at 1:00 P.M., Oct. 26, 28, 29, Nov. 2, 4. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday Oct. 26 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Special press preview by invitation. Trade showings at 2:30 P.M., Oct. 27, 28, 29, Nov. 3, 4, 5, 10, 11. By appointment. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday Oct. 26 8:00 P.M.	OPENING NIGHT OF OPERA SEASON Presentation of Verdi's "Il Trovatore", featuring Leonard Warren, Carlo Bergonzi, Antonietta Stella and Jiuletta Simionato. Publicity: Francis Robinson, FE. 6-1200.	METROPOLITAN OPERA	MET. OPERA HOUSE BROADWAY & 39TH STREET
Beginning Monday Oct. 26	SHOWING OF CRUISE AND SPRING COLLECTION Werle Originals Cruise and Spring collection at continuous showings. By appointment. Publicity: Helen O. Borger, IE. 5-9574.	WERLE ORIGINALS (626 N. ROBERTSON, L.A.)	SAVOY-HILTON HOTEL SUITE 2707

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 27 10:30 A.M.	OPENING OF SPRING COLLECTION Spring showings at 10:30 A.M., Oct. 27, 28, 29, Nov. 4. For reservations, contact: Mabel Glemby, LA. 4-3950.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 27 10:30 A.M.	OPENING OF SPRING COLLECTION Showings Oct. 27, 28, 29, 30, Nov. 2, 3, 4 at 10:30 A.M. Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Oct. 27 12:00 Noon	SPRING COLLECTION BY MOLLIE PARNIS Showing Oct. 27, 28, 29 at 12:00 Noon. Contact: BR. 9-5014.	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Oct. 27 1:00 P.M.	OPENING OF SPRING COLLECTION Showings Tues., Wed., Thurs. at 1:00 P.M. Cont.: Marie Shapiro, LO.3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 27 1:00 P.M.	OPENING OF SPRING COLLECTION Daily thereafter at 1:00 and 4:00. Contact: FE. 6-0206.	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Oct. 28 2:30 P.M.	PREVIEW OF RESORT AND SPRING COLLECTION Preview of Christian Dior-N.Y., Spring collection. By invitation. <u>Trade showings at 2:30 P.M., Oct. 29, Nov. 3, 4, and 10. Contact:</u> Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday Oct. 28 5:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Preview for press of Nettie Rosenstein's Spring collection. By invita- tion. For buyers, Mondays and Wednesdays thereafter, at 12:00 Noon. Contact: BR. 9-6890. Publicity: Eleanor Lambert, MU. 8-2130.	NETTIE ROSENSTEIN, INC.	550 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Oct. 29 11:00 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Preview for press of Spring coats and suits. By invitation. Thereafter, Nov. 3, 5, 9, 11, 18 at 11:30 A.M. By appointment. Contact: Estelle Schwarz, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Friday Oct. 30 2:30 P.M.	SPRING COLLECTION BY PAULINE TRIGERE Showings at 2:30 P.M. Oct. 30, Nov. 3, 4, 5, 10, 11, 13. By invitation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday Nov. 2 11:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Arthur Jablow presents his Spring collection of coats, suits and ensembles designed by David Kidd. Opening by invitation only. There- after by reservation Nov. 4, 6, 10, 12, 17 at 11:30 A.M. Jablow Contact: Virginia Yoost, LA. 4-3404. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 2 2:00 P.M.	SPRING COAT AND SUIT COLLECTION Showing at 2:00 P.M. Nov. 2, 4, 9, 11, 16. Contact:	HARRY FRECHTEL CORP.	205 WEST 39TH STREET SHOWROOM - 4TH FLOOR HE 6-1310.
Monday Nov. 2 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING COLLECTION Resort and Spring 1960 collection by Sarmi will be By invitation. Publicity: Maxwell-Gray, PL. 3-5556.	SARMI, INC. 785 FIFTH AVENUE	HOTEL PLAZA BAROQUE SUITE presented to the press.
Tuesday Nov. 3 12:00 Noon Luncheon	OPENING OF SPRING COAT COLLECTION "Have a Good Day" - showing at 12:00 Noon, Nov. 3, 4, 5, 6, 11, 12, 13. Followed by luncheon. By invitation. Contact:	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR Dorothy Levine, CH.4-3512.
Tuesday Nov. 2 2:00 P.M.	OPENING OF SPRING COAT COLLECTION By appointment only. Contact:	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR Louis Mariani, BR.9-8988.
Tuesday Nov. 3- Nov. 10	SEVENTY-SIXTH ANNUAL NATIONAL HORSE SHOW Publicity: William Bryan, 10 East 39th St., Room 522, MU. 3-6251.	NATIONAL HORSE SHOW ASS'N OF AMERICA, INC.	MADISON SQUARE GARDEN 8TH AVE. & 50TH STREET 522, MU. 3-6251.
Nov. 3	ELECTION DAY (Tuesday)		
Thursday Nov. 4 4:00 P.M.	PREVIEW OF SPRING COLLECTION Designer collection for Spring, designed by Catherine Scott of Chicago. By invitation. Contact: Dorothy Fuller, 314 South Franklin Street, Chicago, Harrison 7-7068.	CATHERINE SCOTT LTD. (CHICAGO, ILLINOIS)	SAVOY HILTON HOTEL LE CHATEAU
Friday Nov. 6 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Thereafter by appointment. Contact:	MONTE-SANO & FRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR JU. 2-2317.
Monday Nov. 9 4:30 P.M. Cocktails	COCKTAIL HATS AT MILLINERY SHOW Fashion show of hats, inspired by favorite cocktails and especially created by 18 leading millinery designers. Show for benefit of Spence- Chapin Adoption Service and modeled by debutantes and post-debs. Tickets: \$5.00. Publicity: Kim Wiss, Robert S. Taplinger Assoc. PL.7-8040.	MILLINERY INSTITUTE OF AMERICA	HOTEL PLAZA TERRACE ROOM
Tuesday Nov. 10 12:00 Noon	OPENING: CRUISE AND SPRING COLLECTION Junior dresses and separates Nov. 10, 11, 12, 17, 18, 19 at 12:00 Noon. By reservation. Contact:	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR Audrey Brock, OX.5-3150.
Thursday Nov. 19 8:00 P.M. Dinner- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE Twelfth annual "Party of the Year" for benefit of Costume Institute of Metropolitan Museum of Art. Entertainment by members of the fashion industry. Chairman of executive committee: Melvin E. Dawley. Reservations: \$100.00 each; contact: Costume Institute, TR. 9-5500, Ex.381.	COSTUME INSTITUTE- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM